



# 2024 VIRGINIA CIDER APPLE REPORT





## Methodology

The 2024 Virginia Cider Apple Report was conducted by the Virginia Cider Association (VCA), with data collection overseen by the Virginia Wine Board Marketing Office (VWBMO). This report will serve as a data source for the Virginia cider industry, focusing on apples used in hard cider production throughout the state during the 2024 calendar year.

All data presented in this report was collected from Virginia apple growers and producers. The survey remained open from March 2025 to May 2025 and received responses from 58 apple growers and producers.

The survey was conducted in two parts; one for cider apple growers and a second for cider producers. The grower section gathered information on orchard acreage, bushel totals, cultivars, distribution and usage. The cider producers supplied information on the apple cultivars processed, including the number of bushels processed, gallons of fresh juice or concentrate purchased, and final production amounts. Contact information for both surveys was compiled from databases of the VCA, Panacea Consulting, and the VWBMO.



## Footprint of Virginia Cider

Nationally, Virginia ranks sixth in apple production. Within the Commonwealth, cider is primarily made from dessert apples, though some producers are turning to specialized cider apple varieties to create regionally distinctive styles. More than 50 apple cultivars grown in Virginia are used in cider production. Cider production across the state varies widely, from small operations making 150 gallons annually to large facilities producing over 800,000 gallons. Some producers grow their own apples, while others source fruit from commercial orchards and press it on-site. Several custom juice operations in Virginia provide fresh-pressed juice to cideries, and some producers also use fruit or concentrate from out of state. Most Virginia cideries follow a combination of these models.



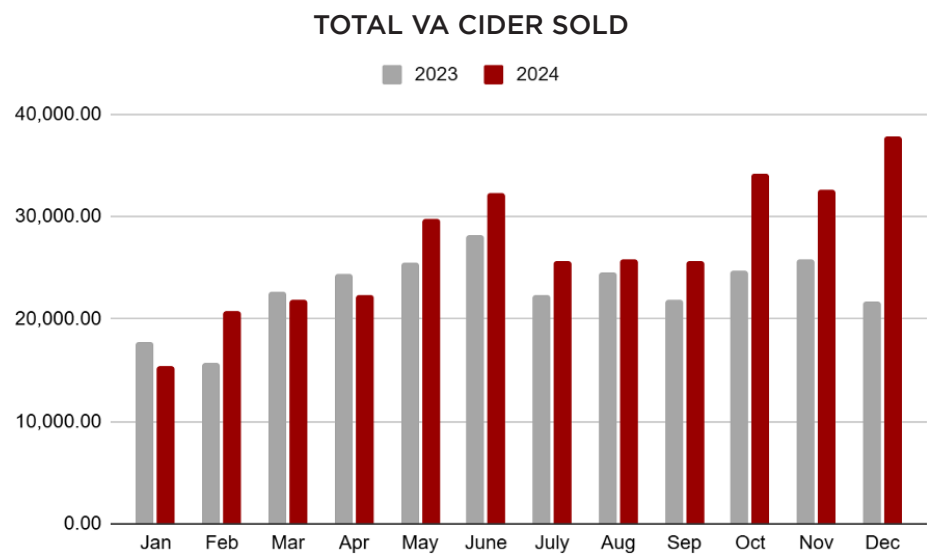
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# Virginia Cider Sales

The following data is reflective of Virginia ABC sales reports provided to the VWBMO. Sales data is reported directly by distributors and cideries licensed as farm wineries in liters and then converted to case equivalent values. These data points are reflective of sales in the state of Virginia only.

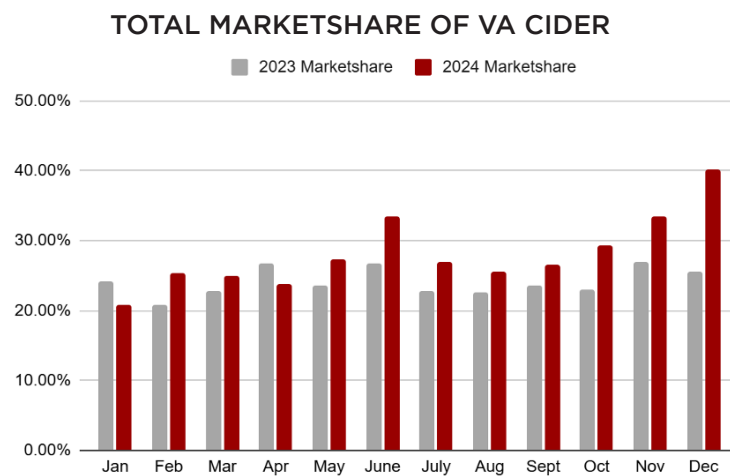
## Total Virginia Cider Sales

Total Virginia cider sales showed an 18% increase from 275,455 cases in 2023 to 324,367 cases in 2024. While a few months in early 2024 saw slight decreases compared to the previous year, the remaining months showed strong gains, particularly in the second half of the year. The most significant growth occurred from October through December. In December alone, total cider sold increased over 74% compared to 2023, signaling a particularly strong finish to the year.



## Virginia Cider Market Share

The total sales in 2024 represent a 28% market share for Virginia Cider compared to all cider sold in the state—an increase from 24% in 2023. Monthly data shows some fluctuations, with notable gains in February, March, May, June, and December of 2024 compared to the same months in 2023. While a few months, such as January and April, saw slight decreases, the overall yearly growth suggests a rising market presence and continued momentum for Virginia cideries.



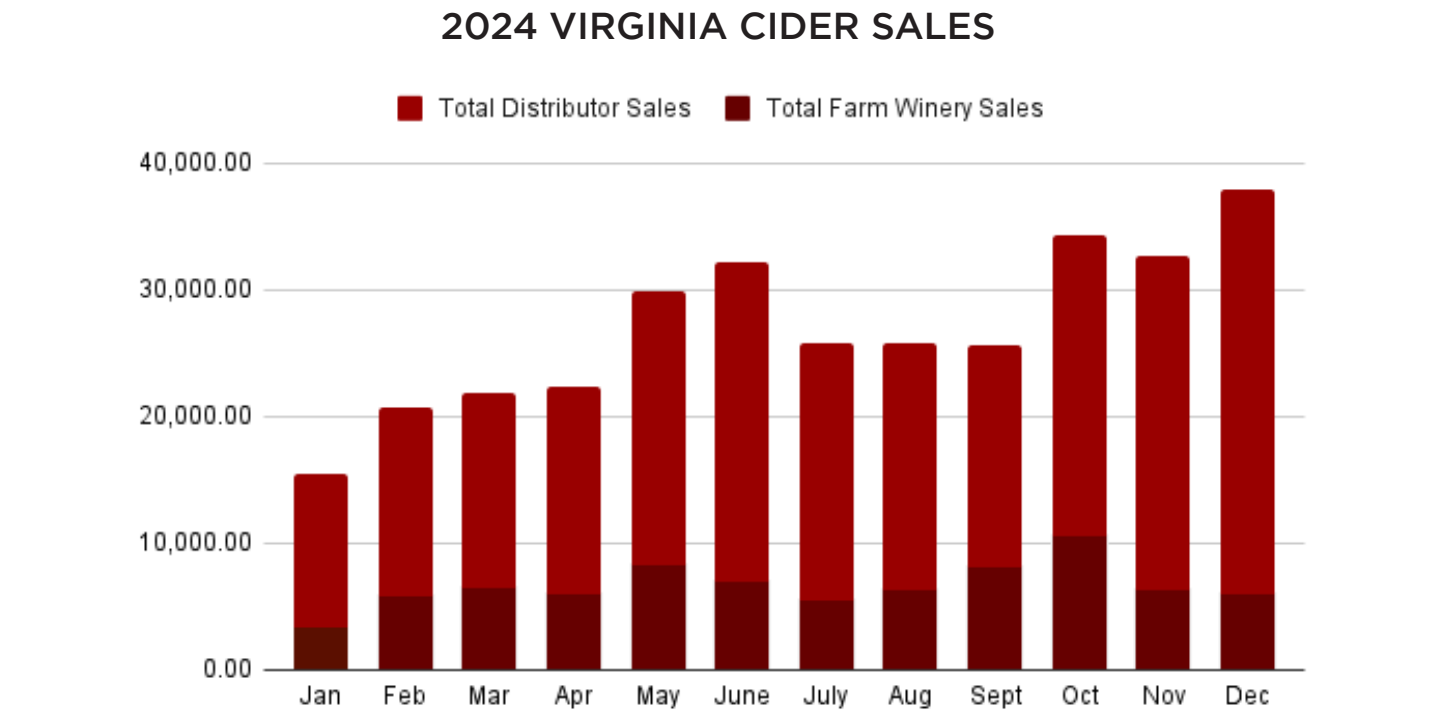
# Virginia Cider Sales through Distribution and at Farm Wineries

Of the total 324,367 cases of Virginia cider sold in 2024, 25% was through sales at farm wineries with 75% sold through distribution. Sales through distribution saw 25% increase in 2024 compared to calendar year 2023. This indicates a healthy growth in distributor sales.



In 2024, farm wineries accounted for an average of 25% of all Virginia cider sales, ranging from a low of 16% in December to a high of 31% in September. Sales remained steady throughout the year, with clear fall peaks reflecting seasonal patterns in tasting room visitation and increased interest during harvest season.

Compared to 2023, cider sales through farm wineries grew by 0.8%, driven in part by a 30% increase in September and a 19% boost in October. The data points to sustained consumer demand and continued momentum for Virginia cider.



# Cider Apple Survey Data

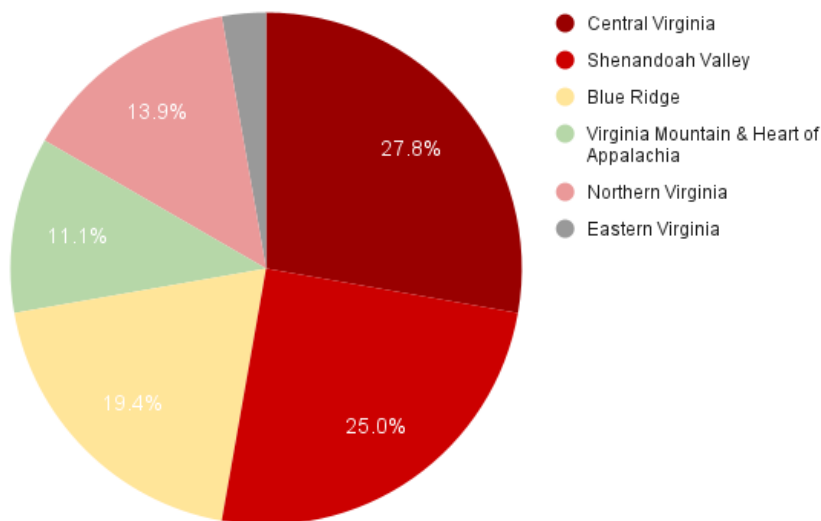
## Acreage and Harvest Data

Based on data collected in the first part of the survey from 37 apple growers in Virginia, the acreage and harvest section provided metrics such as acreage, bushels harvested and distribution channels. The respondents reported farming 8,727 acres of land, where they harvested a total of 1,038,496 apple bushels

## Cider Apple Sales in Virginia

- Total bushels sold in-state for cider production: 123,340 bushels
- Total gallons of juice sold in-state for cider production: 389,450 gallons
- Total bushels sold out-of-state for cider production: 370,400 bushels
- Total gallons of juice sold out-of-state for cider production: 26,400 gallons

## Geographic Summary



Apple grower respondents represented 21 counties within Virginia. These are represented by the regions illustrated in the chart on the left.

## Production Data

Based on data provided by 39 Virginia cideries in the second part of the survey, Virginia cider producers collectively packaged 1,222,566 gallons of fermented hard cider in 2024. Among these producers, 23 utilized Virginia apples for their cider, pressing 132,476 bushels to produce 492,198 gallons of apple juice. Additionally, cider makers purchased 184,040 gallons of Virginia-grown apple juice and 48,265 units of concentrate.

# Cultivars

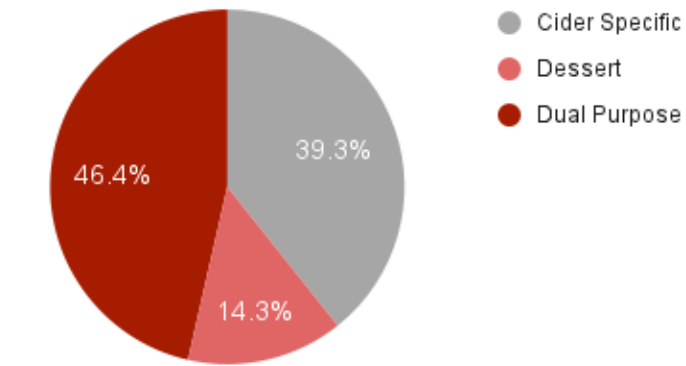
Throughout both parts of the survey, respondents were asked about cultivar preferences. In part one of the survey, 7 Virginia apple growers indicated cultivar preferences, reflected as the top cultivars sold for cider production in Virginia.

In part two of the survey, Virginia cider producers were asked their top choices of cultivars for cider production. Of the 23 cider producers purchasing apples to press directly, 12 indicated a preference in cultivar. Of the 22 producers purchasing juice, 11 indicated a preference in cultivar. All cultivars with a minimum of two responses are listed below.

Top Cultivars Sold in State	
Cultivar	Count of Responses
Harrison	3
Ashmead’s Kernel	2
Gold Rush	2

Preferred Cultivar when Purchasing Bushels	
Cultivar	Count of Responses
Virginia Hewe’s Crab	7
Albemarle Pippin	4
Harrison	3
Gold Rush	3
BlackTwig	2
Pink Lady	2
Ruby Red Crab	2
Wickson	2

## CULTIVAR CATEGORIES



Preferred Cultivar when Purchasing Juice	
Cultivar	Count of Responses
Ashmead’s Kernel	5
Harrison	4
Gold Rush	3
Ruby Red Crab	3
Virginia Hewe’s Crab	3

The VCA and VWBMO thanks everyone for participating in these surveys and contributing to the 2024 Virginia Cider Apple Report.

